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AI

1. A template for displaying content to a reader, comprising:  
a first field for displaying first content;  
a second field for displaying a second content, the first and second content  
being selected for display based upon profile information including at least reader  
profile information; and  
5 a third field for displaying the profile information.
2. The template recited in claim 1, wherein the profile information further  
includes content profile information corresponding to the first content.
- 10 3. The template recited in claim 2, wherein the content profile information  
includes one or more types of information selected from the group consisting of:  
global content information, publication profile information, and advertisement hole  
profile information.
4. The template recited in claim 1, wherein the profile information further  
15 includes advertisement profile information corresponding to the second content.
5. The template recited in claim 4, wherein the advertisement profile information  
includes one or more types of information selected from the group consisting of:  
global advertisement information and specific advertisement information.
- 20 6. The template recited in claim 1, wherein the reader profile information  
includes one or more types of information selected from the group consisting of:  
behavior information and voluntary information.
- 25 7. The template recited in claim 1, wherein the reader profile information  
includes one or more types of information selected from the group consisting of:  
descriptive information, desired information and denied information.

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8. The template recited in claim 1, wherein the template further includes a fourth field for displaying an interface usable by the reader to modify the reader profile information.

5 9. The template recited in claim 8, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

10. A document delivery system for delivery of documents to a reader via a network, comprising:

10 a knowledge module containing profile information, including at least reader profile information;

an edit module containing first content and second content; and

a transmission module for

15 transmitting the first content and the second content to a reader for display based upon the profile information, and

transmitting at least a portion of the reader profile information for display to the reader.

20 11. The document delivery system recited in claim 10, wherein the profile information includes content profile information corresponding to the first type of content.

25 12. The document delivery system recited in claim 11, wherein the content profile information includes one or more types of information selected from the group consisting of: global content information, publication profile information, and advertisement hole profile information.

30 13. The document delivery system recited in claim 10, wherein the profile information includes advertisement profile information corresponding to the second content.

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14. The document delivery system recited in claim 13, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement information and specific advertisement information.

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15. The document delivery system recited in claim 10, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior information and voluntary information.

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16. The document delivery system recited in claim 10, wherein the reader profile information includes one or more types of information selected from the group consisting of: descriptive information, desired information and denied information.

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17. The document delivery system recited in claim 10, wherein the transmission module further transmits an interface usable by the reader to modify the reader profile information.

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18. The document delivery system recited in claim 17, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

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19. A method of delivering informational content to a reader, comprising:  
receiving profile information, including at least reader profile information  
identifying content preferences for the reader;

receiving first content;  
receiving second content; and  
transmitting to a reader

the first content and the second content based on the profile  
information, and

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at least a portion of the reader profile information.

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20. The method of delivering content to a reader recited in claim 19, wherein the profile information includes content profile information corresponding to the first type of content.

5 21. The method of delivering content to a reader recited in claim 20, wherein the content profile information includes one or more types of information selected from the group consisting of: global content information, publication profile information, and advertisement hole profile information.

10 22. The method of delivering content to a reader recited in claim 19, wherein the profile information includes advertisement profile information corresponding to the second type of content.

15 23. The method of delivering content to a reader recited in claim 22, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement information and specific advertisement information.

20 24. The method of delivering content to a reader recited in claim 19, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior information and voluntary information.

25 25. The method of delivering content to a reader recited in claim 19 wherein the reader profile information includes one or more types of information selected from the group consisting of: descriptive information, desired information and denied information.

30 26. The method of delivering content to a reader recited in claim 19, further including displaying an interface usable by the reader to modify the reader profile information.

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27. The method of delivering content to a reader recited in claim 26, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

5 28. A method of receiving content to read, comprising:  
receiving a display of first content;  
receiving a display of second content; and  
receiving a display of profile information, including at least reader profile  
information, related to the first or second content.

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29. The method of receiving content recited in claim 28, wherein the profile information includes content profile information corresponding to the first type of content.

15 30. The method of receiving content recited in claim 29, wherein the content profile information includes one or more types of information selected from the group consisting of: global content information, publication profile information, and advertisement hole profile information.

20 31. The method of receiving content recited in claim 28, wherein the profile information includes advertisement profile information corresponding to the second type of content.

25 32. The method of receiving content recited in claim 31, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement information and specific advertisement information.

30 33. The method of receiving content recited in claim 28, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior information and voluntary information.

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34. The method of receiving content recited in claim 28, wherein the reader profile information includes one or more types of information selected from the group consisting of: descriptive information, desired information and denied information.

5 35. The method of receiving content recited in claim 28, further including receiving an interface usable by the reader to modify the reader profile information.

36. The method of receiving content recited in claim 35, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

37. An apparatus for delivering documents to a reader via a network, comprising:  
knowledge storage means for storing profile information, including at least reader profile information;  
15 edit means for storing at least one of first content and second content; and  
transmission means for  
transmitting the first content and the second content to a reader for  
display based upon the profile information, and  
transmitting at least a portion of the reader profile information for  
20 display to the reader.

38. The apparatus recited in claim 37, wherein the profile information includes content profile information corresponding to the first type of content.

25 39. The apparatus recited in claim 38, wherein the content profile information includes one or more types of information selected from the group consisting of: global content information, publication profile information, and advertisement hole profile information.

30 40. The apparatus recited in claim 37, wherein the profile information includes advertisement profile information corresponding to the second content.

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41. The apparatus recited in claim 40, wherein the advertisement profile information includes one or more types of information selected from the group consisting of: global advertisement information and specific advertisement information.

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42. The apparatus recited in claim 37, wherein the reader profile information includes one or more types of information selected from the group consisting of: behavior information and voluntary information.

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43. The apparatus recited in claim 37, wherein the reader profile information includes one or more types of information selected from the group consisting of: descriptive information, desired information and denied information.

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44. The apparatus recited in claim 37, wherein the transmission means also transmits an interface usable by the reader to modify the reader profile information.

45. The apparatus recited in claim 44, wherein the interface is a universal resource locator for a page usable by the reader to modify the reader profile information.

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46. The apparatus of claim 44 wherein said edit means is comprised of a computer.

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47. The apparatus of claim 44 wherein said knowledge storage means is comprised of a computer.

48. The apparatus of claim 44 wherein said transmission means is comprised of a computer.

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49. The apparatus of claim 44 wherein said transmission means is comprised of a data network.

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